

# INDEX OF ARTICLES IN BANK MARKETING

Following is a listing of major articles published in *Bank Marketing* during 1988, arranged by subject category. This index was prepared by the staff of BMA's Information Center.

## ADVERTISING

- "The Asterisk Whispers Louder than You Might Think," Ken Foushee (September, p. 32).
- "Differentiation Through Specialty Advertising," Joe Stratton (November, p. 33).
- "Done Anything for Your Corporate Customers Lately?" Murray Raphael (May, p. 60).
- "Gamesmanship Can Increase Consumer Involvement with Print Ads," Murray Raphael (July, p. 90).
- "Ideas for Your Most Expensive Marketing Employee," Murray Raphael (November, p. 41).
- "No Place Like Home . . . for a Loan," Murray Raphael (December, p. 46).
- "Off with the Head," Murray Raphael (February, p. 54).
- "Sometimes the Best Advertising Symbols are the Simple Ones," Kenneth Foushee (June, p. 44).
- "When It Comes to Service, What's Your 'Line'?" Murray Raphael (March, p. 48).

## AFFLUENT MARKET

- "Five Myths about Upscale Customers," Susan Weber (September, p. 18).

## BRANCH PROFITABILITY

- "Retail Delivery: A Hi-Tech Approach to Maximizing Branch Profits," James P. Schultz, Kenneth Chelst (June, p. 18).

## BROKERAGE SERVICES

- "Does Your Brokerage Affiliate Threaten Your Retail Base?" Ira Nathanson and Mark Olson (December, p. 25).
- "In-House Brokerage Activities Should Be Managed as Profit Centers," William F. Broderick (March, p. 28).

## CHILDREN

- "No Child's Play, 'Kiddie Banks' Tap a Growing Market Segment," Nancy Shepherdson (June, p. 28).

## COMMUNICATIONS

- "The Communications, Service Delivery Link," Larry Cugini (July, p. 108).

## COMMUNITY RELATIONS

- "Flintstones' Help Brings High Marks for Old Stone's Reading Campaign," Judith A. Rohrer (February, p. 28).
- "Robot Mixes Hi-Tech with Community Involvement in Massachusetts," Susan Cunningham (March, p. 45).
- "When Being a Private Is More Important Than Being a General," Murray Raphael (October, p. 72).

## CORPORATE MARKETING

- "Commercial Banking: Is It in Growth or Decay?" M. Ray Grubbs and Eric Reidenbach (October, p. 15).

## CUSTOMER COMMUNICATIONS

- "An Error Resolution Program? You Should Start One . . . Here's How," Justin L. Moran (November, p. 36).
- "How Marketing Can Cope with the FSLIC Crisis," Margaret Sweeny (December, p. 30).

## CUSTOMER PUBLICATIONS

- "Custom Publications—More Than Just Newsletters," Bill Winters (August, p. 18).

## CUSTOMER RELATIONS

- "The Corporate Dating Game," Lyle C. Sorum (July, p. 28).
- "Strategic Information Systems Ignite Successful Offensives," David Pottruck (May, p. 32).
- "Creating the Unexpected . . . and Moving Beyond Perceptions," J. Douglas Adamson (December, p. 4).

## DELIVERY SYSTEMS

- "Distribution Strategy Is a Many-Faceted Thing," Charles Bartling (August, p. 29).

## DIRECT MAIL

- "15 Direct Mail Tips from the Pros," Karen Hochman and Joe Adams (November, p. 27).
- "Specialties Can Spice Up Direct Mail Promotions," Murray Raphael (January, p. 50).
- "That Personal Touch Puts You in

Good Hands on Direct Mail," Jon Roska (February, p. 34).

## EDUCATION

- "Allowing Ideas To Gel in the Most Cost-Effective Setting," Douglas Adamson (July, p. 4).
- "Consumer Education Starts with the Fundamentals of Banking," Margaret Sweeny (May, p. 58).

## EMPLOYEE INCENTIVES

- "Flexible Incentive Programs Boost Sales, Measure Performance," Ira Nathanson and Kenneth Holstein (January, p. 12).

## EMPLOYEE MOTIVATION

- "Planters Finds the Right 'Mix' Thru People and Old-Fashioned Fun," Morris Boren (January, p. 74).

## EMPLOYEE UNIFORMS

- "Virginia Bank Finds Career Apparel Helps Dress Up Its Team Image," Frank R. Marrs (June, p. 42).

## FACILITIES DESIGN & LAYOUT

- "Retail Delivery: Designing New Systems for the 1990s," William Strunk (June, p. 12).
- "Retail Delivery: Financial Centers Push Two Ohio Banks to the Leading Edge," Austin Weber (June, p. 16).

## GLASS-STEAGALL ACT

- "After Glass-Steagall," Milton Steren (September, p. 10).
- "'Black Monday' Aftershock Should Crack Bank Shackles," George Cleland (January, p. 56).
- "New Opportunities Come Only to Those Who Aggressively Seek Them," Margaret A. Sweeny, (June, p. 59).

## IMAGE

- "Corporate Identity Programs Don't Always Have To Be Expensive," Martin Katz (April, p. 38).
- "Sports Marketing Can Add Points to Your Scoreboard," Daniel Stiel (September, p. 20).

## MARKET RESEARCH

- "Commitment and Consensus—Keys to a Successful Market Strategy," Michael T. Higgins (October, p. 6).
- "Execution: 10 Ways To Achieve Better Results," David S. Pottruck (January, p. 22).
- "For Sensitive Research Subjects, One-to-One Interviews Work Best," Michael Anastas (July, p. 18).
- "Harnessing the Driving Force Behind Product Development," Jeffrey Dupuis and Robin Mindnich (June, p. 10).

# INDEX OF ARTICLES IN BANK MARKETING

Following is a listing of major articles published in *Bank Marketing* during 1988, arranged by subject category. This index was prepared by the staff of BMA's Information Center.

## ADVERTISING

- "The Asterisk Whispers Louder than You Might Think," Ken Foushee (September, p. 32).
- "Differentiation Through Specialty Advertising," Joe Stratton (November, p. 33).
- "Done Anything for Your Corporate Customers Lately?" Murray Raphael (May, p. 60).
- "Gamesmanship Can Increase Consumer Involvement with Print Ads," Murray Raphael (July, p. 90).
- "Ideas for Your Most Expensive Marketing Employee," Murray Raphael (November, p. 41).
- "No Place Like Home . . . for a Loan," Murray Raphael (December, p. 46).
- "Off with the Head," Murray Raphael (February, p. 54).
- "Sometimes the Best Advertising Symbols are the Simple Ones," Kenneth Foushee (June, p. 44).
- "When It Comes to Service, What's Your 'Line'?" Murray Raphael (March, p. 48).

## AFFLUENT MARKET

- "Five Myths about Upscale Customers," Susan Weber (September, p. 18).

## BRANCH PROFITABILITY

- "Retail Delivery: A Hi-Tech Approach to Maximizing Branch Profits," James P. Schultz, Kenneth Chelst (June, p. 18).

## BROKERAGE SERVICES

- "Does Your Brokerage Affiliate Threaten Your Retail Base?" Ira Nathanson and Mark Olson (December, p. 25).
- "In-House Brokerage Activities Should Be Managed as Profit Centers," William F. Broderick (March, p. 28).

## CHILDREN

- "No Child's Play, 'Kiddie Banks' Tap a Growing Market Segment," Nancy Shepherdson (June, p. 28).

## COMMUNICATIONS

- "The Communications, Service Delivery Link," Larry Cugini (July, p. 108).

## COMMUNITY RELATIONS

- "Flintstones' Help Brings High Marks for Old Stone's Reading Campaign," Judith A. Rohrer (February, p. 28).
- "Robot Mixes Hi-Tech with Community Involvement in Massachusetts," Susan Cunningham (March, p. 45).
- "When Being a Private Is More Important Than Being a General," Murray Raphael (October, p. 72).

## CORPORATE MARKETING

- "Commercial Banking: Is It in Growth or Decay?" M. Ray Grubbs and Eric Reidenbach (October, p. 15).

## CUSTOMER COMMUNICATIONS

- "An Error Resolution Program? You Should Start One . . . Here's How," Justin L. Moran (November, p. 36).
- "How Marketing Can Cope with the FSLIC Crisis," Margaret Sweeny (December, p. 30).

## CUSTOMER PUBLICATIONS

- "Custom Publications—More Than Just Newsletters," Bill Winters (August, p. 18).

## CUSTOMER RELATIONS

- "The Corporate Dating Game," Lyle C. Sorum (July, p. 28).
- "Strategic Information Systems Ignite Successful Offensives," David Pottruck (May, p. 32).
- "Creating the Unexpected . . . and Moving Beyond Perceptions," J. Douglas Adamson (December, p. 4).

## DELIVERY SYSTEMS

- "Distribution Strategy Is a Many-Faceted Thing," Charles Bartling (August, p. 29).

## DIRECT MAIL

- "15 Direct Mail Tips from the Pros," Karen Hochman and Joe Adams (November, p. 27).
- "Specialties Can Spice Up Direct Mail Promotions," Murray Raphael (January, p. 50).
- "That Personal Touch Puts You in

Good Hands on Direct Mail," Jon Roska (February, p. 34).

## EDUCATION

- "Allowing Ideas To Gel in the Most Cost-Effective Setting," Douglas Adamson (July, p. 4).
- "Consumer Education Starts with the Fundamentals of Banking," Margaret Sweeny (May, p. 58).

## EMPLOYEE INCENTIVES

- "Flexible Incentive Programs Boost Sales, Measure Performance," Ira Nathanson and Kenneth Holstein (January, p. 12).

## EMPLOYEE MOTIVATION

- "Planters Finds the Right 'Mix' Thru People and Old-Fashioned Fun," Morris Boren (January, p. 74).

## EMPLOYEE UNIFORMS

- "Virginia Bank Finds Career Apparel Helps Dress Up Its Team Image," Frank R. Marrs (June, p. 42).

## FACILITIES DESIGN & LAYOUT

- "Retail Delivery: Designing New Systems for the 1990s," William Strunk (June, p. 12).
- "Retail Delivery: Financial Centers Push Two Ohio Banks to the Leading Edge," Austin Weber (June, p. 16).

## GLASS-STEAGALL ACT

- "After Glass-Steagall," Milton Steren (September, p. 10).
- "'Black Monday' Aftershock Should Crack Bank Shackles," George Cleland (January, p. 56).
- "New Opportunities Come Only to Those Who Aggressively Seek Them," Margaret A. Sweeny, (June, p. 59).

## IMAGE

- "Corporate Identity Programs Don't Always Have To Be Expensive," Martin Katz (April, p. 38).
- "Sports Marketing Can Add Points to Your Scoreboard," Daniel Stiel (September, p. 20).

## MARKET RESEARCH

- "Commitment and Consensus—Keys to a Successful Market Strategy," Michael T. Higgins (October, p. 6).
- "Execution: 10 Ways To Achieve Better Results," David S. Pottruck (January, p. 22).
- "For Sensitive Research Subjects, One-to-One Interviews Work Best," Michael Anastas (July, p. 18).
- "Harnessing the Driving Force Behind Product Development," Jeffrey Dupuis and Robin Mindnich (June, p. 10).

"New PC Software Helps Analyze Customer Data," Lester Kassing (December, p. 45).

"Shopper Evaluations Provide an Added Dimension," Judy Brown (April, p. 22).

"Shopper Surveys—A Credible Source of Service Quality," Robert Swanick (July, p. 24).

### MARKET SEGMENTATION

"The Computerized CMF—A Vital Marketing Tool," Andrew Groeper (December, p. 38).

"Lifecycle Segmentation Approach to Sales Stresses Customer Orientation," Holly Jonak (April, p. 30).

"Segmentation: The Ideal Way to Find Target Customers," Robert A. Nascenti (February, p. 36).

### MARKETING PLANNING

"Guidelines for Establishing the Marketing Function," Paul L. Simoff (September, p. 4).

"The Rapid Evolution of Desktop Marketing," Robert Raucci (December, p. 42).

"Savvy Marketing Executives Don't Overlook Self-Promotion," Lawrence P. Loneragan (May, p. 14).

"Stale Structures Impede Marketing Change at Community Banks," Michael T. Higgins (March, p. 36).

### MARKETING TRENDS

"A View From The Trenches: What One CEO Expects From Marketing," Paul M. Diesel (October, p. 26).

### MERGERS & ACQUISITIONS

"To Fit in the Merger Picture, You Have to Communicate with Top Management," Lawrence R. Quinn (January, p. 40).

### MIDDLE MARKET

"Think Like an Entrepreneur: That's Key to Middle Market Business," Jeffrey R. Weisman (October, p. 54).

### PERSONAL BANKER

"Wachovia Upgrades 'Personal Banker' Concept to Boost Customer Loyalty," James T. Brewer (March, p. 18).

### PRODUCT DEVELOPMENT

"Innovation Blossoms Alongside Tradition," (July, p. 16).

"A Packaged Goods Approach to Marketing," William Wichman (February, p. 16).

"Packaging Services To Create Added Value," Thomas J. Rinella (November, p. 18).

"The Thrill of Victory (without the agony of defeat)," Bill Kinter, Susan Whitaker, Chester Swenson, Bob

Seagren, and Kevin Tynan (December, p. 31).

### PRODUCT MANAGEMENT

"They Call It Attribute-Based Marketing," John H. Wolfarth and Barry Sullivan (November, p. 20).

### RESEARCH

"Conclusion-Oriented Communication Starts with the Answer," Stewart M. Shacter (January, p. 18).

### SALES CULTURE

"Goal-Based Incentive Programs Can ... Pay Off!" Cindy Ayars (July, p. 8).

"Long-Lasting Sales Cultures Undergo Seven Transitions," Judith A. Pennington (January, p. 14).

### SALES INCENTIVES

"Get Serious About Sales Incentive Programs," Douglas R. Hanks (March, p. 6).

"How To Get The Most Out of Your Sales Contest, or How the 'Birds' Beat Up on the 'Animals,'" Kenneth A. Masson (October, p. 66).

"Tracking, Management Support Critical to Sales Incentive Success," (April, p. 28).

### SALES MANAGEMENT

"Coaching Inspires Top Performance from Average Sellers," John D. Krout (August, p. 6).

"Creative Selling Environments Demand 10 Simple Commands," Richard Palmquist (July, p. 6).

"Don't Forget the Human Element," Cindy Ayars (July, p. 10).

"Online Tracking Boosts Sales Quotas," Cindy Ayars (July, p. 12).

"Overcoming the Hurdles of Personal Selling," Russ Allan Prince (August, p. 12).

"Qualifying—Separating Prospects from Suspects," Arthur R. Miller (November, p. 38).

"Sales Meetings—Fertile Ground for a High Performance Team," Linda Richardson (May, p. 20).

### SALES PROMOTIONS

"Consumer Loan Generation Ideas," Richard Cook (June, p. 64).

### SALES TRAINING

"A 52-Week Program for Training Trust Sales Officers," Stuart L. Hoffman (September, p. 6).

"Integrated Approach to Sales Creates Win-Win Situation for Banks and Customers," Russell Prince (February, p. 22).

"Nurturing Your Relationship Managers into Superstars," W. Ronald Dietz (August, p. 8).

"Say Goodbye to Willie Loman," Jeffrey Senné (December, p. 23).

"Well-Honed Closing Techniques Help Keep the Door Open," William B. Rabourn, R. Stephen Parker, and Charles Pettijohn (May, p. 8).

"When Times are Rough, the Tough Beef Up on Training," Judith A. Pennington (June, p. 8).

### SENIOR CITIZENS MARKET

"Senior Programs—A Golden Opportunity To Provide Bank-Centered Lifestyles," Robert F. Collins, Jr. (March, p. 12).

### SERVICE QUALITY

"Ameritrust Puts Quality Service on Front Burner," Paula Slimak (September, p. 26).

"At Marriott, the Little Things Add Up to Better Service," Roger Dow (June, p. 70).

"A Five-Step Approach to Service Excellence," Jack W. Whittle (February, p. 8).

"Lights, Camera. . . Oops! A 'Candid' Way to Communicate Service Quality," Phillip Hudson (June, p. 24).

"Market-Wise Technology, Customer Control Dial Up a Personal Touch," Kenneth Kranz (April, p. 42).

"Old-Fashioned Family Values Foster Superior Service at Mississippi Bank," Art Zimmerman (July, p. 14).

"A Passion for Banking Excellence," Sandra Carcione (August, p. 16).

"Service Excellence Takes Six Steps," Gail Hoffman (April, p. 26).

"Service Quality: How Does it Measure Up?" Tanniru R. Rao (April, p. 20).

"Stop Talking about Service and Follow These 13 Steps," Barbara Sanfilippo (May, p. 10).

"Trying To Avoid the Quick Fix on Service Quality," (October, p. 40).

### SWEEPSTAKES

"Bank of Hawaii's 'Dreamstakes' Awakens Sleeping Visa Cards," John Zdravich (May, p. 28).

### TELEMARKETING

"Inbound or Outbound Telemarketing: Which Approach Works Best? Dollar Dry Dock Inbound Program Builds Customer Service," David J. Totaro (January, p. 30).

"Inbound or Outbound Telemarketing: Which Approach Works Best? Security Pacific Goes All 'Out' To Boost Loan Sales," Carolyn Mills (January, p. 31).

### TELLERS

"Tellers—The Great Untapped Salesforce," John E. Bokina (February, p. 10).